



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Waterfront Strategies  
1010 Wisconsin Ave  
Washington, DC 20007

# Contract # 1273218

**Schedule Dates** 03/26/12-04/03/12  
**Advertiser** Center Forward (71144)  
**Agency** Waterfront Strategies (7591)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** CENTER FORWARD (439385)  
**Salesperson** TeleRep/DC, Washington DC (2995)  
**Sales Office** TeleRep Washington DC  
**Buyer Name** FURMAN,MIKE  
**Phone/Fax** /  
**CPE** 96/102/1082  
**Account Types** National/Spot Agency BRD  
**Billing Type** Standard  
**Comments** CENTER FORWARD

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* CENTER FORWARD

**Date Entered** 03/23/12  
**Last Modified** 03/23/12  
**Entered By** Katie Freckleton  
**CO-OP** No  
**Headline #** 06086878  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,242.50  
**Net Total** \$29,707.50  
**Sales Tax**

**Salt Lake City (KUTV)**

By Broadcast Month	Spots	Rate
Apr. 2012	19	\$34,950.00
<b>Grand Total:</b>	<b>19</b>	<b>\$34,950.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1)	03/26/12-03/30/12	1	:30	10P- 10:35P (MST)	2	X	X	X	X	X			2	\$3,680.00	\$7,360.00	Salt Lake City (KUTV)	KUTV NEWS AT 10P M-F	3/23/12
2.0	Normal Line / SPOT (1)	03/26/12-03/30/12	1	:30	10:35P- 11:38P (MST)	2	X	X	X	X	X			2	\$1,000.00	\$2,000.00	Salt Lake City (KUTV)	DAVID LETTERMAN	3/23/12
3.0	Normal Line / News	03/26/12-03/30/12	1	:30	6P- 6:30P (MST)	2	X	X	X	X	X			2	\$1,500.00	\$3,000.00	Salt Lake City (KUTV)	2 NEWS AT 6P	3/23/12
4.0	Normal Line / News	03/26/12-03/30/12	1	:30	6A- 8A (MST)	2	X	X	X	X	X			2	\$960.00	\$1,920.00	Salt Lake City (KUTV)	2 NEWS AT 6A	3/23/12
5.0	Normal Line / SPOT	03/26/12-03/30/12	1	:30	6:30P- 7P (MST)	1	X	X	X	X	X			1	\$1,540.00	\$1,540.00	Salt Lake City (KUTV)	ENTERTAINMENT TONIGHT	3/23/12
6.0	Normal Line / SPOT	03/26/12-03/30/12	1	:30	8A- 9A (MST)	1	X	X	X	X	X			1	\$500.00	\$500.00	Salt Lake City (KUTV)	CBS THIS MORNING	3/23/12
7.0	Normal Line / News	04/01/12-04/01/12	1	:30	10P- 10:35P (MST)								1	1	\$3,380.00	\$3,380.00	Salt Lake City (KUTV)	KUTV NEWS AT 10P SUN	3/23/12
8.0	Normal Line / News	04/01/12-04/01/12	1	:30	5P- 6P (MST)								1	1	\$1,090.00	\$1,090.00	Salt Lake City (KUTV)	2 NEWS AT 5P	3/23/12
9.0	Normal Line / Prime	03/27/12-03/27/12	1	:30	6:57-26P- CBS-NCIS (Tuesday)			1						1	\$5,000.00	\$5,000.00	Salt Lake City (KUTV)	NCIS	3/23/12
10.0	Normal Line / News	04/02/12-04/02/12	1	:30	10P- 10:35P (MST)		1							1	\$3,680.00	\$3,680.00	Salt Lake City (KUTV)	KUTV NEWS	3/23/12
11.0	Normal Line / SPOT	04/02/12-04/02/12	1	:30	10:35P- 11P (MST)		1							1	\$1,000.00	\$1,000.00	Salt Lake City (KUTV)	DAVID LETTERMAN	3/23/12
12.0	Normal Line / News	04/02/12-04/02/12	1	:30	6P- 6:30P (MST)		1							1	\$1,480.00	\$1,480.00	Salt Lake City (KUTV)	NEWS	3/23/12
13.0	Normal Line / News	04/02/12-04/03/12	1	:30	6A- 8A (MST)	1	X	X						1	\$960.00	\$960.00	Salt Lake City (KUTV)	NEWS	3/23/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

*K. Freckleton* 3/26/12



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299 S Main St  
Ste 150  
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT	04/02/12-04/02/12	1	:30	6:30P- 7P (MST)		1							1	\$1,540.00	\$1,540.00	Salt Lake City (KUTV)	ENT TONIGHT	3/23/12
15.0	Normal Line / SPOT	04/02/12-04/03/12	1	:30	8A- 9A (MST)	1	X	X						1	\$500.00	\$500.00	Salt Lake City (KUTV)	CBS THIS MORN	3/23/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

REP: TEL# 215-564-1206  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET

FAX# 215 564 1103  
HARRIS REPORT FROM REP

MAR22/12 15.5  
\*\*\* KUTV-TV \*\*\*

REP HEADLINE# 6086878  
\*\*\* ORIGINAL REV#0 \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/CENTER FORWARD  
AGY # \_\_\_\_\_ AGY. NAME WATERFRONT STRATEGIES  
1010 WISCONSIN AVENUE  
WASHINGTON, DC 20007

REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # WV  
BUYER NAME MIKE FURMAN  
SALES PRSN WA- CHERYL BLAIR

ORDER # 1273218 CONTRACT # 6086878

CLASS: NATL. LOCAL REGIONAL

PRDCT CENTER FORWARD EST#1082 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES MAR26/12 APR6/12 WK-2

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_

DATE MAR22/12 15.5

REP: TO: NSM/NSA  
FR: JULIE FOR CHERYL  
\*\* NEW ORDER \*\*  
TTLS \$34950..19X  
PLS CFM, THX 3/22

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

CENTER FORWARD

:LINE#:	REP	:CD:	TIME PERIOD	: LGTH :	SEC :	RATE	: START	: END	:SPTS:	WEEK	: DAYS	:TOTL:
:	:LINE#:	:	:	:	:	:	: DATE	: DATE	: /WK:	INVT	:	:SPTS:

AGENCY ADVERTISER CODE = 96  
AGENCY PRODUCT CODE = 102

AGENCY EST# = 1082

<del>1</del>	1000P-1035P	30	\$3,680.00	3/26	3/30	2	M-F	B500	2
<del>1</del>	1000P-1035P	30	\$3,680.00	4/2	4/6	0	M-F		0

PROGRAM : KUTV NEWS AT 10P M-F  
CON COM1: KUTV NEWS AT 10P M-F

<del>2</del>	1035P-1138P	30	\$1,000.00	3/26	3/30	2	M-F	✓	2
<del>2</del>	1035P-1138P	30	\$1,000.00	4/2	4/6	0	M-F		0

PROGRAM : DAVID LETTERMAN  
CON COM1: DAVID LETTERMAN

MAR22/12 15.  
\*\*\* KUTV-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
<del>2</del>			600P-630P	30		\$1,540.00	3/26	3/30	2		M-F 1200	2
<del>3</del>			600P-630P	30		\$1,540.00	4/2	4/6	0		M-F	0
PROGRAM : 2 NEWS AT 6P												
CON COM1: 2 NEWS AT 6P												
4			600A-800A	30		\$960.00	3/26	3/30	2		M-F ✓	2
4			600A-800A	30		\$960.00	4/2	4/6	0		M-F	0
PROGRAM : 2 NEWS AT 6A												
CON COM1: 2 NEWS AT 6A												
5			630P-700P	30		\$1,540.00	3/26	3/30	1		M-F ✓	1
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
6			800A-900A	30		\$480.00	3/26	3/30	1		M-F ✓	1
PROGRAM : CBS THIS MORNING												
CON COM1: CBS THIS MORNING												
7			1000P-1035P	30		\$3,380.00	4/1	4/1	1		SUN ✓	1
PROGRAM : KUTV NEWS AT 10P SUN												
CON COM1: KUTV NEWS AT 10P SUN												
8			500P-600P	30		\$1,090.00	4/1	4/1	1		SUN ✓	1
PROGRAM : 2 NEWS AT 5P												
CON COM1: 2 NEWS AT 5P												
<del>9</del>			700P-800P	30		\$4,900.00	3/27	3/27	1		TUE 5000	1
PROGRAM : NCIS												
CON COM1: NCIS												
10			1000P-1035P	30		\$3,680.00	4/2	4/2	1		MON ✓	1
PROGRAM : KUTV NEWS												
CON COM1: KUTV NEWS												

REP: TEL# 215-564-1206  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET

FAX# 215 564 1103  
HARRIS REPORT FROM REP

MAR22/12 15.  
\*\*\* KUTV-TV \*\*

REP HEADLINE# 6086878  
\*\*\* ORIGINAL REV#0 \*\*\*

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS

11			1035P-1100P	30		\$1,000.00	4/2	4/2	1		MON ✓	1
PROGRAM : DAVID LETTERMAN												
CON COM1: DAVID LETTERMAN												

12			600P-630P	30		\$1,540.00	4/2	4/2	1		MON ① 1200	1
PROGRAM : NEWS												
CON COM1: NEWS												

13			600A-800A	30		\$960.00	4/2	4/3	1		M-TU ✓	1
PROGRAM : NEWS												
CON COM1: NEWS												

14			630P-700P	30		\$1,540.00	4/2	4/2	1		MON ✓	1
PROGRAM : ENT TONIGHT												
CON COM1: ENT TONIGHT												

15			800A-900A	30		\$480.00	4/2	4/3	1		M-TU 500	1
PROGRAM : CBS THIS MORN												
CON COM1: CBS THIS MORN												

APR/12 34950.00

CONTRACT TOTAL 34950.00  
TOTAL SPOTS 19

MARKET TOTALS \$99,857 KUTV 35% KTVX 27% KSL 18% KSTU 20% KUCW 0% KJZZ 0% KCSG 0%  
KMYU 0%

SVC- NSI  
DEMOS- RA35+\*